

WHAT IS CLAIMED IS:

1. A method of conducting a virtual product presentation, the method comprising:
  - establishing voice communications between a sales representative at a first computer and a customer at a remote second computer coupled to the first computer;
  - 5 generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers; and
  - controlling navigation of the three-dimensional product presentation space at the second computer from the first computer.
- 10 2. A method according to Claim 1, wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises controlling navigation of the three-dimensional product presentation space responsive to the voice communications between the sales representative and the customer.
- 15 3. A method according to Claim 1:
  - wherein generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers comprises generating a representation of a product presentation room; and
  - 20 wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises controlling navigation in the product presentation room at the second computer from the first computer.
- 25 4. A method according to Claim 3, wherein generating a representation of a product presentation room comprises generating a representation of a product within the product presentation room.
- 30 5. A method according to Claim 1, wherein generating respective first and second displays of a three-dimensional product presentation space is preceded by authorizing access to the three-dimensional product presentation space from the second computer, and wherein generating respective first and second displays of the

three-dimensional product presentation space comprises generating the second display at the second computer responsive to authorization of access to the three-dimensional product presentation space from the second computer.

- 5           6.     A method according to Claim 5, wherein authorizing access to the three-dimensional product presentation space from the second computer comprises:
- transmitting a credential from the second computer;
- verifying the transmitted credential; and
- authorizing access to the three-dimensional product presentation space from
- 10   the second computer responsive to verification of the transmitted credential.

7.     A method according to Claim 6, wherein transmitting a credential from the second computer comprises transmitting the credential from the second computer responsive to user entry of credential information at the second computer.

- 15          8.     A method according to Claim 1, wherein establishing voice communications comprises establishing voice communications via a telephone network.

- 20          9.     A method according to Claim 1:
- wherein establishing voice communications comprises establishing voice communications via a computer network; and
- wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises controlling
- 25   navigation of the three-dimensional product presentation space at the second computer from the first computer via the computer network.

10.    A method according to Claim 1:
- wherein generating respective first and second displays of a three-dimensional
- 30   product presentation space at respective ones of the first and second computers comprises generating a user interface at the first computer for controlling display of the of the three-dimensional product presentation space at the second computer; and
- wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises accepting input to the

user interface at the first computer to control display of the three-dimensional product presentation space at the second computer.

11. A method according to Claim 1, wherein generating respective first  
5 and second displays of a three-dimensional product presentation space at respective  
ones of the first and second computers comprises generating a representation of a  
product, and wherein controlling navigation of the three-dimensional product  
presentation space at the second computer from the first computer comprises  
controlling display of the three-dimensional product presentation space at the second  
10 computer to navigate to the representation of the product.

12. A method according to Claim 11, further comprising displaying a  
specification associated with the product and/or a schematic representation associated  
with the product and/or a graphic representation of the product and/or a simulated  
15 performance of the product responsive to a user input at the first computer.

13. A method according to Claim 1, wherein generating respective first  
and second displays of a three-dimensional product presentation space at respective  
ones of the first and second computers comprises generating a graphic representation  
20 associated with a technology feature, and wherein controlling navigation of the three-  
dimensional product presentation space at the second computer from the first  
computer comprises controlling display of the three-dimensional product presentation  
space at the second computer to navigate to the graphic representation of the  
technology feature.

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14. A method according to Claim 13, further comprising activating a pre-  
recorded presentation associated with the technology feature responsive to a user  
input at the first computer.

15. A method according to Claim 14, wherein activating a pre-recorded  
presentation associated with the technology feature responsive to a user input at the  
first computer comprises activating the pre-recorded presentation responsive to user  
selection of the graphic representation associated with the technology feature.

16. A method according to Claim 1, wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises navigating the three-dimensional product presentation space to arrive at an interactive workspace.

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17. A method according to Claim 16, further comprising accepting user inputs from both of the first and second computers to the interactive workspace.

18. A method according to Claim 16, wherein the interactive workspace  
10 comprises a white board representation.

19. A method according to Claim 1, further comprising storing information associated with navigation in the three-dimensional product presentation space.

20. A method of conducting a virtual product presentation, the method  
15 comprising:

conducting voice communications between a manufacturer's sales representative at a sales office and a customer at a customer site;

generating respective first and second displays of a three-dimensional product  
20 presentation space at respective ones of the first and second computers at respective ones of the sales office and the customer site; and

accepting user input at the first computer to control navigation of the three-dimensional product presentation space at the second computer responsive to the voice communications between the manufacturer's sales representative and the  
25 customer.

21. A method according to Claim 20, wherein generating respective first and second displays of a three-dimensional product presentation space is preceded by applying an access credential supplied by an independent sales representative located  
30 at the customer site to enable display of the three-dimensional product presentation space at the second computer.

22. A method according to Claim 20, wherein the three-dimensional product presentation space comprises a product presentation room.

23. A system for conducting a virtual product presentation, the system comprising:

5 means for establishing voice communications between a sales representative at a first computer and a customer at a remote second computer networked to the first computer;

means for generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers; and

10 means for controlling navigation of the three-dimensional product presentation space at the second computer from the first computer.

24. A system according to Claim 23, wherein the means for controlling navigation of the three-dimensional product presentation space at the second  
15 computer from the first computer comprises means for controlling navigation of the three-dimensional product presentation space responsive to the voice communications between the sales representative and the customer.

25. A system according to Claim 23, further comprising means for  
20 authorizing access to the three-dimensional product presentation space from the second computer, and wherein the means for generating respective first and second displays of the three-dimensional product presentation space comprises means for generating the second display at the second computer responsive to authorization of access to the three-dimensional product presentation space from the second computer.

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26. A system according to Claim 25, wherein the means for authorizing access to the three-dimensional product presentation space from the second computer comprises:

means for transmitting a credential from the second computer;

30 means for verifying the transmitted credential; and

means for authorizing access to the three-dimensional product presentation space from the second computer responsive to verification of the transmitted credential.

27. A system according to Claim 26, wherein the means for transmitting a credential from the second computer comprises means for transmitting the credential from the second computer responsive to user entry of credential information at the second computer.

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28. A system according to Claim 23, wherein the means for establishing voice communications comprises a telephone network.

29. A system according to Claim 23, wherein the means for establishing  
10 voice communications comprises and the means for controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises a computer network.

30. A system according to Claim 23, wherein the three-dimensional  
15 product presentation space comprises a product presentation room.

31. A system according to Claim 23, further comprising means for  
displaying a specification associated with a product and/or a schematic representation  
associated with a product and/or a graphic representation of a product and/or a  
20 simulated performance of a product responsive to a user input at the first computer.

32. A system according to Claim 23, wherein the means for navigating  
comprises means for activating a pre-recorded presentation associated with an object  
in the product presentation space responsive to a user input at the first computer.

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33. A system according to Claim 23, wherein the means for navigating  
comprises means for navigating the three-dimensional product presentation space to  
arrive at an interactive workspace.

30 34. A system according to Claim 33, further comprising means for  
accepting user inputs from both of the first and second computers to the interactive  
workspace.

35. A system according to Claim 33, wherein the interactive workspace comprises a white board representation.

5 36. A system according to Claim 23, further comprising means for storing information associated with navigation in the three-dimensional product presentation space.

10 37. A computer program product for conducting a virtual product presentation, computer program product comprising program code embodied in a computer-readable storage medium, the computer program code comprising:  
program code for controlling navigation of the three-dimensional product presentation space at the second computer from the first computer concurrent with voice communications between the sales representative and the customer.

15 38. A computer program product according to Claim 37, wherein the computer program code further comprises program code for authorizing access to the three-dimensional product presentation space from the second computer, and program code for generating a display of the three-dimensional product presentation space at the second computer responsive to authorization of access to the three-dimensional product presentation space from the second computer.

20 39. A computer program product according to Claim 38, wherein the program code for authorizing access to the three-dimensional product presentation space from the second computer comprises:  
25 program code for verifying a credential transmitted from the second computer; and  
program code for authorizing access to the three-dimensional product presentation space from the second computer responsive to verification of the transmitted credential.

30 40. A program product according to Claim 37, wherein the three-dimensional product presentation space comprises a virtual product presentation room.

41. A program product according to Claim 37, wherein the computer program code further comprises program code for storing information associated with navigation in the three-dimensional product presentation space.